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"High Standard" Windows

This booklet has been prepared to suggest to "High Standard" agents the importance of having good show windows and to offer simple methods of accomplishing this purpose. It is not full of theories, but is a plain, practical booklet, the result of the experience of paint salesmen

Window Display

¶ A show window has two objects in a business, though the advertising man will probably say they are both one. These objects are to introduce the passer-by to the store and to sell goods.

¶ The customer judges the character of your store by your show windows—their originality, neatness, cleanliness, business-like methods, adaptability, and harmony with other advertising methods. He measures your business ability by your attention to the front. If it is attractive he concludes it is worth while to go in. If not, he visits the other man. Matters of price, quality, etc., will come after he is in the store. The essential thing to the good merchant is getting the customer into the store.

¶ The value of a good window display is no longer questioned. It is equal to the newspaper and better than any other publicity method. The greatest value of a good display is secured by adapting it to the newspaper work done at the time.

¶ Quality—originality, suggestiveness, (that is, education), clearness—is an essential thing. Better to have no show window at all—and simply a clean, plain window—than a carelessly arranged, carelessly kept window that advertises the indifference and lack of progressiveness of the merchant within.

¶ Advertising must attract the attention of the passer-by, and having done this must hold him long enough to make him want the article or something like it and to draw him into the store to inquire about it. After this it is the clerk's business to see that he becomes a satisfied purchaser.

¶ Whether you sell drugs, hardware, lumber, or paints, or all of them, your show window becomes an important factor in the growth of the business. It will help more than anything else to make people talk about you, and that is the best and cheapest form of publicity. The reputation of having the best windows in town is worth much to every merchant. It can be obtained only by thought and effort.

The Window

Surroundings

To insure that attention will be attracted to your windows, see:

First That the sidewalk is kept clean and clear. It should be properly cleaned daily, or oftener in stormy weather.

Second That the sidewalk is not filled full of goods in boxes or for display. In most cases such a pile only disturbs the possible customer and adds nothing to your reputation.

Third That the glass of your windows and doors is regularly washed, not during business hours, but before and after.

Fourth That your front is distinctive. This does not mean that it should be painted with gorgeous colors, or hideous or offensive designs. Use quiet colors, simply trimmed for contrast, and keep the paint fresh. The paint store should break the proverbial rule of the shoemaker, whose children always go without shoes. It is worth while to have the front of your store well painted.

Fifth That your name is prominent, so that the place may be easily found. The street number should be properly located. These points are often forgotten, especially in the smaller towns.

Do not, however, put your name in large letters on the window, or cover the windows with lettering of any kind. A small, neat sign on the window, simply giving your name, is often advantageous, but should not be used unless there is no other place to display it.

The Window Itself

The show window should be as large as possible and the glass should be placed not over two feet above the sidewalk. The floor may be either perfectly flat or slightly elevated toward the back.

The tendency today is toward a single window at the side of the store rather than two small windows at each side of a central door. The advantage in this is the opportunity it affords for the display of carefully wrought out designs.

The window should not be too deep, though this is governed largely by the conditions. It is not necessary to have the background the full height of the store; as a rule people do not look much above their heads.

The glass should be a large single pane, kept clear and clean. If lettering is put on, it should be plain, not too large, and there should be nothing more than the name.

It is often difficult in winter to avoid the frosting of windows, yet it is important that this shall be done if possible. No universal rule can be given to accomplish this purpose. In general, the surest way is to enclose the window completely, having glass at the back toward the store as well as at the front. A solid wood back, about four or five feet high, can be used, putting glass above for the sake of light. In every case, whether enclosed or not, the floor should be perfectly tight and the window cased completely. As moisture is the cause of frosting, try to avoid it in every way possible.

An electric fan blowing directly across the glass will generally keep it clear. Some dealers have found it a good plan to put a gas pipe along the base of the glass with gas burners eight or ten inches apart, keeping them burning in very cold weather.

The Fixtures & Appearance

For paint not many fixtures are necessary, but what are used are none the less important. Have good material for background and base—something that may be easily changed. Do not conclude that because you display paints, or hardware, or drugs, you do not need to think of these things. Neatness is just as important here as for dry goods or millinery.

Use a plain colored carpet or cloth for floor, with a well painted background; or, better, good hangings on a rod, in black, or brown, or blue, to match the floor.



The lights should be invisible if possible. Too often beautiful effects are destroyed by the prominent position of electric lights or gas jets. Display your own goods and not the wares of the light company. A reflector at the top of the window is in general the most satisfactory light. Draw the curtain down far enough to hide the light. If gas or oil lamps are used shades may be put over them so that they will reflect from above the proper light and thus be largely out of sight.

Everything in the window should be clean. To accomplish this, even a window full of paint cans should be carefully dusted and cleaned every day. This means much work in summer to keep out flies and dirt, but it can be accomplished. It means also that you do not permit show bills and other advertising foreign to your business to be displayed in your window.

The Display

The display, if it is to help sell goods, must attract attention by its novelty, interest by its suggestiveness, and educate by giving information regarding the articles to be sold.

It is not enough simply to amuse or to astonish, but the display in some way must be connected with the article you want to sell.

A stump of a tree put into the window would no doubt attract much attention and lead to questions as to the cause of its being there, largely because it would seem so foreign to the business. It would not, however, sell paint. But a card, "High Standard" Paint will cover even such wood as this," would connect the display with the article you want to sell and would set the passer-by to thinking.

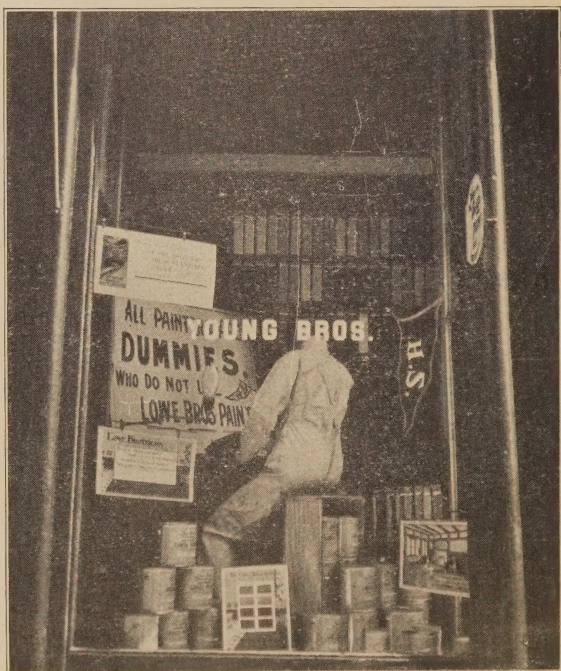
Do not pile your window full of paint cans and call this a window display. It might cause some one to look once, but not again. Even such an arrangement, however, can be made to attract attention by adding something out of the ordinary. A thoughtful young clerk in charge of the windows of his store, put his samples of cans into the window in a neat way and then above them suspended a stuffed hawk looking down on the display below. On a plain card was "The Hawk always selects the Best."

Try to find something new—at least something new in the paint business. The department stores, dry goods stores, etc., give much attention to windows and their ideas may often be adapted to a prosy paint display.

Give the same attention to neatness, order, harmony of color, single items of display, etc., that is given by the department stores to their retail business. It is better to display one kind of paint at a time and not too many cans of that. A more lasting impression will be made by showing an article covered with "High Standard" or "Carriage Gloss," or "Vernicol Stain" with a proper card, than to display all of these in the same window.

In making up a window display it is important to try to look at it from the standpoint of the buyer. The question is what arrangement of your paint will best show the purpose for which it is to be used, or the method of using it so as to attract the passer-by and suggest his need.

Show what you can to advantage and no more. The quantity in the window is not to be in proportion to the size of the stock carried. Very often a single can or the article to be covered with the paint is sufficient for the display. It is only the fakir who puts all his stock into the window. It is impossible to be artistic or to emphasize a single thought when the quantity is too great.



Electric and Special Displays

Use moving displays wherever possible. Frequently an ingenious clerk will be able to work out plans of his own which will be very attractive.

If you have electricity in the store, it becomes comparatively easy to arrange a moving or flash display. An electric fan can be made to keep a flag moving or to fill the sails of a ship.

A moving display can be arranged by the use of the show window clock work. This is a very convenient device and can be used for many purposes. A good arrangement of it was recently used, the clock work being placed on a stand covered with a flag. Above this was a large five-gallon can taken out of the wooden jacket, with "High Standard" color cards on each side. Below was a card reading, "A Revolution in Paint." By keeping this in motion much attention was attracted to the window.

The small Flash Sign which The Lowe Brothers Company is able to supply to its agents at a nominal cost, has a movable front so that the agent can change his display every day if he desires. He can use it also to make special announcements. All that is required is a brush and a little paint. Full details regarding this will be supplied upon application.

Owners of the Flash Window display may easily arrange a very attractive sign by

taking a heavy card cut the size of the glass; cut out in the center a square opening, large enough to show one of the "High Standard" Colored Houses, paste one of these into the opening, set in the sign and turn on the Flash. Any good clerk can letter a front, so that it will serve well for a day sign as well as night. A very good effect is secured, which may be changed from day to day.

The cut-out and special form displays which this Company furnishes for its agents are attractive and successful. They are printed in colors and are adjustable to windows of various sizes. They may be used in connection with moving displays or simply as borders for the window as the dealer may prefer. The accompanying illustration shows one of these as arranged by a "High Standard" agent. Other agents have modified the form adapting it to their own windows.



Some Suggested Windows

Put into the window a ladder having four steps. On top place some cans of "High Standard" Paint. On each step put a card, marking in order: "Quality," "Quantity," "Price," "Durability." A card in the window can read: "Step by step to the top of the ladder." This may be varied by putting a can of paint on each step of the ladder and marking the top one: "All in one."

A gallon can of "H. S." White on a pair of scales, showing the weight of the can, with a card, "It has the QUANTITY and QUALITY of Pigments and Oil necessary to do the most work."

Occasionally a display of color cards, "Attractive Homes," signs, etc., makes a neat window. The card may read: "They are free. Ask for them."

Put a small but good display of large and small cans into the window. A card may read: "A SPRING TONIC. A small amount will brighten your home, inside and outside."

Another card could read: "Durable colors. Do not need to be repeated often."



"A house is only half painted when poor paint is used. Moral: Use the best—
Lowe Brothers 'High Standard.'"

A popular window used by many dealers about the Fourth of July is a U. S. flag and a can of "H. S." Paint. The show card can read: "Our colors don't run."

A good window had a background of plain, dark colored hangings, with a raised base covered with cloth of the same color. On the top of the base a bushel basket heaped with "H. S." gallon cans. On the side a card: "Full Measure and Largest Can." One or two good color cards gave colors and information.

A large target, such as is used in archery, was set upon an easel, with an arrow through the bull's eye. The sign: "You cannot miss the mark if you use 'High Standard.'"

A good Carriage Gloss window can be arranged by taking a wheel and painting it either in one color or using several colors to show the various colors supplied. Some spokes can be left as they were, and the card marked: "Before and After."

A good "Vernicol" window showed a plain chair, one-half in old form, the other finished with "Vernicol" Dark Mahogany. A small portion of the unfinished part of the chair was sandpapered to show how smooth it would be.

Another "Vernicol" window displayed two old "colonial" chairs and a table that had

done duty in "grandmother's house" many years ago. These had all been carefully sand-papered and prepared for refinishing. The table was stained by the young clerk *in the window*, giving a simple demonstration of the ease of finishing and the beauty of the results.

Many dealers have attracted attention to the Graining scheme used with "Vernicol" by having a simple demonstration in the window on one or two afternoons and evenings. Plain panels which we supply or pieces of flooring serve as material to be covered. The ground color can be put on a day or two in advance so that it may be dry. Little special preparation is required for this.

Hang in the center of the window a large card with a list of the houses painted with "H. S." Paint. The painter dummy can be placed at the side pointing to this list with a card: "Examples of my work—it's 'High Standard.' It pays the owner and it pays me."

A better window of the same idea would be to have photographs of houses painted with "H. S." instead of the list.

Another variation could be a movable frame, changing the photographs every few days. In this case the name of the owner and his address should be given in connection with each photograph.

One window was arranged with an old platform about six feet square. This platform was divided into four square sections. One was left as of old; another was painted with Lowe Brothers Hard Drying Floor Paint "H," another with Vernicol Floor and Varnish Stain, Light Oak; another with Floor Varnish. This was then set up on edge in the window and a card attached explaining the coverings. Color cards helped to show the possible changes. This window sold a very considerable amount of paint.

A good window for Spring could be arranged by placing two window screens—one old and rusted, the other well painted. A card should be placed under the old screen, "Rusted out. Of no use," and under the other, "Saved by a coat of Lowe Brothers Screen Paint. Cost, five cents." This may be used in the Fall also by adding a card: "Save money, time and annoyance by painting screens before putting them away."

A part of the side of a house, 5x7 feet was set up in a window and painted two coats of Silver Gray so as to show the color well. At each corner was placed a gallon can of "High Standard" Liquid Paint. Attached was a card: "One gallon of Lowe Brothers 'HIGH STANDARD' Paint will cover twenty times its surface on your house."

A painter was beating a large drum near which stood a gallon can of "High Standard" Paint. The card: "Our drummer."

A full sized dummy of a painter, in new white overalls, stood in a large horse-shoe, carrying in his hand a gallon can of "H. S." Paint. The card attached said, "In luck—if you have 'High Standard' and a good painter."

The easel-and blackboard, or a writing board of any kind, may be made very useful in window displays. A little ingenuity in expression will attract much attention.

A "catchy" window may be made in this way. Cover the glass for about five feet from the bottom with ingrain paper of tasteful color. In the center about on a level of the eyes of the passer-by, cut a circular opening four or five inches in diameter. Inside, opposite this, place a tube about one foot long and at the end of it put a gallon can of "High Standard" Paint. The card may read: "Have a look at the greatest thing on earth." Natural curiosity leads many to look—and learn.

A Michigan agent put into his window the photographs of houses in his city painted with "High Standard" Paint. These attracted large crowds and many were interested in seeing their own house displayed. At the same time, half-tones were prepared and were reproduced on mailing cards and in newspaper advertisements. The newspapers in every case referred to the display.

The arrangement of "High Standard" trains by the use of cans of various sizes is popular and attractive. An incandescent light can be easily put into one can and a label pasted over the front. By flashing this, attention is attracted to it.

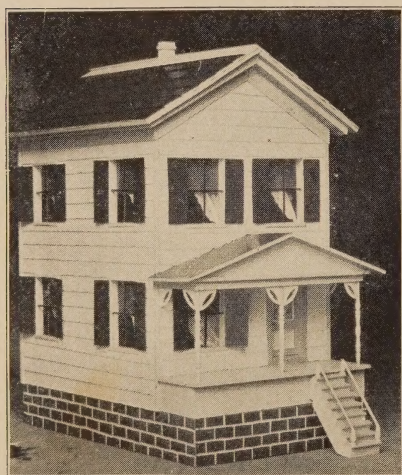


A very good window prepared by Mr. Augsburg, of Kenton, Ohio, was a St. Patrick's Day display. The central idea was the shamrock, cut in large form, with Colored Houses in the center of the leaves. This idea was repeated in a number of places in the window, in large and small form. On one side a large sheet was arranged with a shamrock in the center and a dummy



of a painter placed so as to seem to be painting the shamrock. The man was moving, having the brush in the right hand and painting up and down. In his left hand he held a can of "H. S." Paint. The paddles were used as a background, while the floor was made up of cans of "High Standard" and other Lowe Brothers Products.

The Hanscom Hardware Co., of Haverhill, Mass., had an umbrella display. In the center was hung the top of an umbrella with the handle sawed off, the umbrella being trimmed with silver tinsel. At the end of each rib waved a small "High Standard" pennant, and leading from the ribs to a parachute basket were blue ribbons. The basket consisted of a one-gallon "High Standard" can, in which were three small "Buster Browns" throwing out small color cards. These color cards were easily arranged to appear to be falling by using very fine thread or wire. The parachute was hung on a swivel and was revolved by air from an electric fan in the corner.



A number of dealers have made small houses which can be kept permanently, and by having the colors changed every few weeks can be made most effective. One of these is described as follows:

The size of the house is 30 inches wide, 48 inches long, 42 inches high from foundation to the comb of roof and 35 inches from foundation to lower part of roof. The foundation is a 6-inch board, painted in imitation of brick. In addition, the porch is ten inches wide across the front. The windows are single panes of glass with cross bars for sash. The blinds are sheets of tin on hinges, screwed to the house and may be opened and closed. The window shades are made from scraps obtained at a furniture store. The porch posts are chair rungs with "home made" brackets. The house is made with a frame, weather boards,

shingles, etc. The weather boards and shingles are made from picture backing. The entire surface is sandpapered smooth and painted. The house is repainted every two or three weeks, making each coat as different as possible from the preceding.

An electric light inside the house will add to the attractiveness.

A window represented a painter with an easel and a large board before him, on which

from time to time special statements were made regarding "High Standard" Paint. One of these was: "I would like some one to tell me why it is that Mixed Paint manufacturers have to guarantee their paint. White Lead manufacturers won't guarantee results. Seems to me that a painter ought to know his material well enough to guarantee finished results himself. I am not afraid to take the risk as long as I can get Lowe Brothers 'High Standard.' It is not as expensive as lead nor half so risky."

P. AINTER.

One of the best

A Permanent Argument

arguments for "High Standard" Paint is its HIGH SELLING PRICE PER GALLON and its LOW COST PER JOB. This has been tested by many of the most successful dealers to their satisfaction, and by hundreds of householders who know that it is true. A good window may be arranged to emphasize this by showing some of the cans of "High Standard" Paint, or by hanging your headboard with the paddles and in connection with it displaying a large card in clear type about as follows:



"The GALLON PRICE of LOWE BROTHERS 'HIGH STANDARD' LIQUID PAINT is higher than that of other paints because—

- 1 It protects the surface better.
- 2 It spread farther—less gallons per job.
- 3 It represents full measure of paint in every can.
- 4 It wears gradually and evenly, leaving a good surface for repainting.
- 5 It lasts longer.
- 6 It is the most economical, estimated upon the whole cost and by years of service.

In short, you get so much more for your money that you save money by paying the higher price."

This card could be framed and kept permanently and would be a good addition to your store.

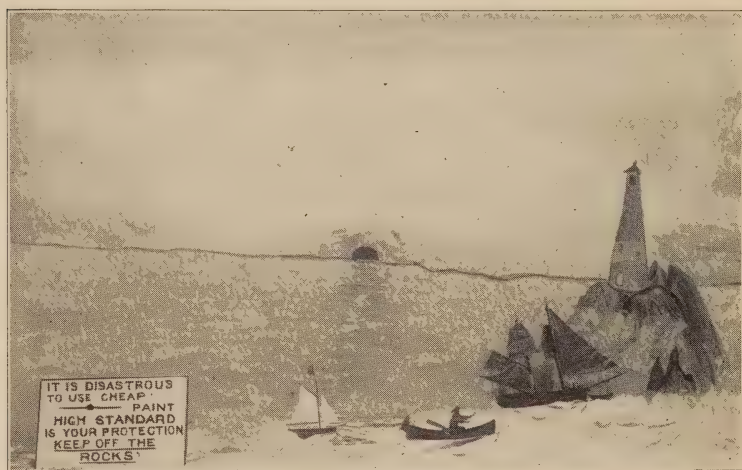


See Page 13.

Window Cards

An important element in the success of good window display is the use of window cards. It is a good idea to adopt a special style, usually having the cards of one size or one shape with letters of the same general style, though they may be varied slightly from time to time. Keep this up as long as it serves to attract attention and not long enough to be stale. The card should vary in its wording, sometimes giving prices; sometimes giving estimates for the cost of a job of work; at other times indicating the special uses for the paint, and at still other times referring to the newspaper advertisement of the day.

If the card is brief and suggestive it will be read. It must always tell the truth. Do not advertise that you are selling paint below cost unless you are absolutely doing it; and even if you are selling below cost, do not advertise it too often or your customers will soon conclude that you are breaking up or that you are telling what is not true.



See Page 13.

As a rule the card should be made of plain cardboard or paper, though colored cards may be used on special occasions. Avoid all fancy letters. Do not use ornaments unless you can make them properly, and unless they help to call attention to your special work. Ordinarily dark paint or ink on a light card is best. Occasionally a very light ink may be used on a dark card.

Give your clerk in charge of the window time enough to make good signs and help him to learn how to do it. If you have no one who is handy with the brush, secure a set of rubber type with a good printing outfit. This will save its cost in a very short time. The letters should be not less than one inch in height, so that they may be easily read from the street.

Some suggestive cards are the following. Each dealer will think of others for his own work. A good plan is to have a special card for any special occasion that occurs in the city.

THINKING ABOUT YOUR
OLD FLOORS?

Lowe Brothers Vernicol Graining
Outfit will make them handsome
and durable.

Any one can use it.

If any one offers you paint at a
less price than we do, ask him if
it is Lowe Brothers "High Stand-
ard." Fight shy of the "just as
good." It means trouble for you.

A FLOOR PAINT THAT SATISFIES
Not the cheapest
But the best—

LOWE BROTHERS HARD DRYING
FLOOR & DECK PAINT

"RADIATOR ENAMEL"
LOWE BROTHERS
CARRIAGE GLOSS PAINT
is the

Best Enamel for Heated Surfaces
Eight Colors—One Coat Sufficient

GOING TO PAINT?

You have thought about it some time

It is a good time NOW.

Buy Lowe Brothers "High Standard"

Liquid Paint is best for it

When you buy cheap paints, the
sun arranges the shades to suit his
glorious self after they are applied.

Buy Lowe Brothers "High Stand-
ard" and the selection remains as
you make it.

REMEMBER the more paint you
use the more wear you get out of
your woodwork

"High Standard" will do it best

What "High Standard" Paint will do:
COVER—HIDE—PRESERVE
BEST

Other paint may be good—but
"HIGH STANDARD"
PAINT

is BEST

A dollar's worth of
"HIGH STANDARD"
will do more than
a dollar's worth
of any other paint

NOT WHAT IT COSTS
BUT WHAT IT SAVES
"HIGH STANDARD"
PAINT

STAIN & VARNISH YOUR FLOORS
at one operation with
LOWE BROTHERS "VERNICOL"
FLOOR AND VARNISH STAIN
Especially designed
for this purpose
TWELVE COLORS

Our paint man is an artist; he knows
paint and how to harmonize colors.
Let him help you.

There are dozens of jobs to which we
can refer you. Every customer is a
satisfied salesman for

"HIGH STANDARD"
PAINT

Originality in Window Display

One of the most successful series of window displays was prepared in this city, by a clerk in the store who had never had any previous experience in window trimming. However, he was original in his ideas and was willing to make a thorough effort. The results may give good suggestions to other clerks.

First there was a series of "High Standard" "puzzlers." These were in the form of rebuses, using simple sentences regarding "High Standard" paint products. A reward was offered, of a ticket to the theater, for the first three correct answers received. The answers were numbered as received, so that there would be no question as to the fairness of the arrangement. The correct wording was put into the hands of one of the officers of the Company, in a sealed envelope, before the window was prepared. At the close of a week's display, a large card was put into the window giving the correct wording and the names of the winners. This series attracted perhaps more attention than any other windows in the city in many a day. Sometimes half a dozen or more people were busy at the window at one time, trying to solve the puzzle. The accompanying illustration shows one of these. It was taken at the close of the week when the large card with the answer was displayed. Properly read, it is—"Remember our advice on paint and use Lowe Brothers 'High Standard' on your house. It cannot fail to please."



Other "puzzlers" used were:

To produce a paint that will stand up under most rigid requirements has always been our honest intention. "High Standard" Liquid Paint bears close investigation.

Relegate to the past those old foggy ideas on paint and use "High Standard" Liquid Paint, an up-to-date product. The embodiment of purity.

With a knife and a few tacks a very realistic reproduction was made from a good newspaper picture of the Wright Brothers aeroplane. This was suspended from the center of the window, with a wire from an electric fuse running to it, making the propeller revolve. A few cans of "High Standard" Paint stood in the window and a card reading:

"Up in the air mid clouds and stars,
We've painted the earth and started for Mars."
"High Standard"

One week later the same artist rigged up a miniature wireless telegraph station

utilizing the simplest fact in electricity by bringing two points together and passing a current from one to the other. Accompanying this were two cards—one "A Message From Mars," the other a message by the "Earth and Mars Telegraph and Telephone Company," ordering large quantities of "High Standard" Paint to be sent by Aeroplane Express. This was on a sheet very similar to the familiar telegraph blank.



Another week, just about the beginning of the hunting season, a simple display was made which attracted the attention of every hunter. A week later the "Shadow Soup" was used. Another week a moving display, marked "Keep Off The Rocks," attracted much attention. In this display were two small boats on a painted sea. Electricity was brought into use here, and a revolving wheel under the sea kept the boats in motion and seemingly moving nearer the rocks. The path of light in the center was caused by an opening in the screen at the back, covered with red glass and with electric light behind it.



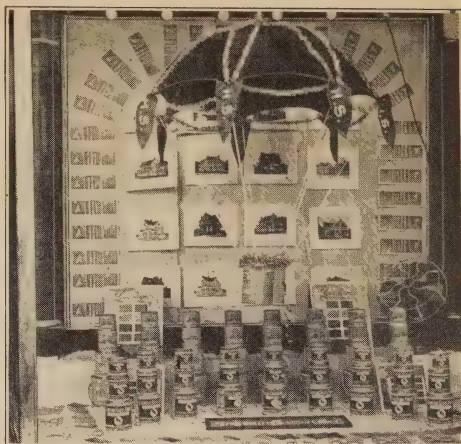
The painting in all these instances was on the simplest order, as the window trimmer was not an artist and made no pretensions to being one. However, the work was quite realistic and was in every way a success. It could be reproduced in any store by a careful clerk. The result would be, as in this case,—attracting people from every direction to see what the next idea is.

Windows and Newspapers

Make your window and your newspaper advertising agree. When you are advertising some special line in your local papers, see that your window displays the same article. If you have been mentioning prices, mark your articles with the price. Remember that in paint it is better to give the cost for the job than for the gallon. When letters or circulars are being sent out to your special lists, see that the articles mentioned in them are properly displayed.

Some dealers find it profitable to paste on their show windows the newspaper advertisement of that particular day. This makes the connecting link between the two mediums.

Dealers sometimes refer in their newspaper advertising to their window display. Attention can be called to any special feature, either to the attractive display itself or to the paint which it refers to, or to any feature which will lead people to put the two items together. The essential thing is to make both forms of advertising harmonize and thus emphasize the advantage of the thing advertised.



See Page 8



The **MERCHANTS RECORD** tells the story of a Washington dry goods merchant who decorated his window in red "every article displayed being crimson enough to drive the proverbial bovine into frantic desperation. In conspicuous relief appeared the legend, 'Any Color So It's Red.' The merchant's advertisement in the city papers all contained allusions to 'the red window.'" It was naturally a good hit. This is practical for the paint window as well as the dry goods window. The connection between the newspaper advertising and the display may be made by some striking card in the window itself, calling attention to the newspaper advertisement of the day.

Briefs



Put your window in charge of one person—a clerk, or your son, or any one who will give it thought and effort. It is worth while to offer a trifling advance in salary to the clerk who will give this his constant thought. He will then be studying and will secure better results than if no rule or order is followed.

Study for yourself the window displays of other lines. In this day it is essential to a successful retail business in any line to understand thoroughly the best methods of window display work.

Change your windows often. A window should not be allowed to remain over a week without being changed either in part or entirely. It is not necessary always to make a completely new window. The display may be changed just enough to attract attention, and may be kept as long as it serves its purpose. It will not serve a good purpose, however, unless some change is made frequently.



When you change your window, do it quickly. Do not leave the window empty several days because you are too busy. Better pay your clerks a little extra to come after hours than to wait some one's convenience. An empty window leads the public to conclude that you are as careless in your work and your deliveries as you are in your windows.

Do not think that because you are in a small town the window does not count. People in our villages today have learned what good windows mean and expect something of this excellence even at home. More than this, good taste and ideas are not a patent belonging to the city. They may be cultivated in your own community as well as in the large cities.

Floats and Display Wagons

It is difficult to make printed suggestions for succesful floats. The illustrations are the best help. Most of these given here are easily understood and will suggest methods which "High Standard" agents can follow.

A skeleton frame built over a large wagon is the simplest method of preparing a float. A platform laid on this serves as a foundation for whatever display may be made.

When possible, show something in motion—it may be a painter at work, a revolving can, or any thing of this kind. One of the most successful displays had a small house, which the painter was painting as the procession passed.

The large can which is very popular, is easily made by cutting out the top and bottom of thin wood of proper diameter. Light strips of wood, of proper length, connect these. The large labels are made by painting on oil-cloth or paper. They are then tacked around this skeleton. The cans shown here were 48 inches high by 49 inches in diameter, these being the proper proportions of the "H. S." gallon cans.

Among the most convenient articles for making such displays are small Blue Flags, large can labels, muslin signs or field signs, pyramids of "H. S." cans, etc.



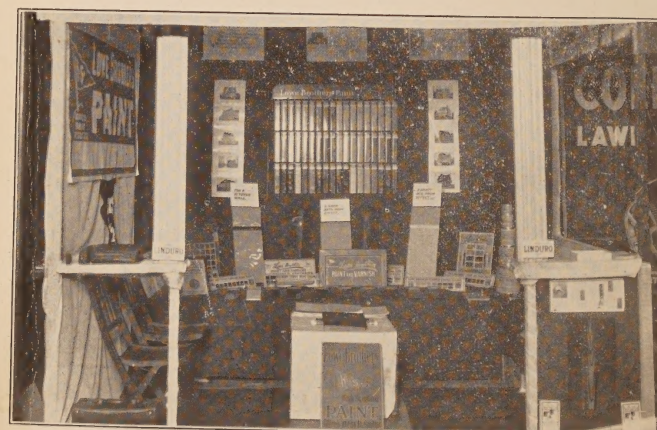
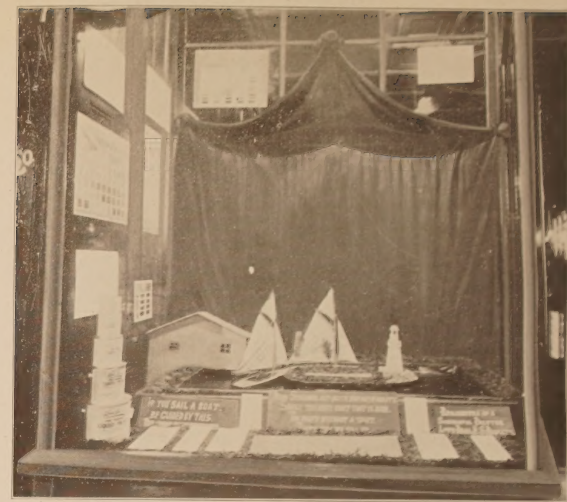
The large frames covering the wheels were made in skeleton form covered with blue cloth. The figures were painted.

A Good Fair Display

A county fair booth of Holliway Bros., Rockport, Mo. which attracted much attention had several original features, some of which can be adapted to the window or to a float.

The booth was 6x9 feet. On a low shelf across the front was placed a lot of literature for distribution. Behind this was a "Ferris wheel" with six gallon buckets attached, decorated with two small "H. S." flags over each bucket. The whole was kept in motion by a small battery and motor. This was marked "A Revolution in Paint." The wheel was made from two bicycle wheels painted with Vermilion Carriage Gloss Paint. On a board, at the left of the display, was printed a "High Standard" roll—the names of prominent users of "High Standard" Paint in the city.

Consult THE LITTLE BLUE FLAG from month to month for suggestions about your window displays and paint business.



Some Suggested Windows for "High Standard" Agents.



